GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Home Department – Cinemas – PVR INOX Limited - Multiplex theatres situated in SRMT Mall, Kakinada – Rate of admission in to their five (5) screens on par with the rates admissible in Municipal Corporation limits - Permission accorded – Orders – Issued.

HOME (GENERAL.A) DEPARTMENT

G.O.MS.No. 146 Dated: 03-12-2024

Read the following:-

1. Applications received from the Regional General Manager, PVR INOX Limited, Vijayawada and Zonal Head, dated:20.03.2024 and 6.11.2024
2. From the Joint Collector & Licensing Authority (Cinemas), Kakinada District, Lr.No.39733/M1/2024, dated:23-11-2024

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ORDER :-

In the reference 1st read above, the Regional General Manager, PVR INOX Ltd., Vijayawada and the Zonal Head, PVR Inox Ltd., have made representations requesting to allow them **at SRMT Mall, Kakinada** for similar rate of admission on par with other multiplexes situated in the Municipal Corporation limits, Kakinada @ Rs.150/- (premium) for all their (5) screens instead of Rs.100/- and to permit them to screen six shows daily between the hours of 7 AM and 2 AM.

2. In the letter 2nd read above, the Joint Collector, Kakinada has furnished remarks stating that the Revenue Divisional Officer, Kakinada has submitted report on the request of the Management of PVR Inox Ltd., is as follows:-

1. The PVR Inox Multiplex Mall is located in Sarpavaram Village of Kakinada Rural Mandal.

2. The Commissioner, Municipal Corporation, Kakinada has certified that the **distance** from PVR Inox Theatre (SRMT Mall) located in Sarpavaram Village of Kakinada Rural to the Kakinada Municipal Corporation limits is **350 meters** as per approved Master Plan.

3. During the inspection, it was observed that the theatre Management has provided all the facilities and standards as mentioned in their representation.

4. The Theatre Management is paying wages on par with the theatres located in the Kakinada Municipal Corporation limits.

5. The Management has produced all the certificates issued by the concerned Departments, which are valid up to 2025 – 2029.

Further, M/s.PVR INOX Multiplex, Kakinada offers a premium, world-class cinema experience with cutting-edge, audio-visual systems, ergonomic seating and sophisticated amenities and is having modern ambiance and advanced crowd management to ensure comfort and safety for audience. He reported for consideration of enhancement of rates.

3. The Joint Collector & Licencing Authority (Cinemas), Kakinada has also stated that at present, the rate of Admission of PVR INOX Ltd., Multiplex situated at SRMT., Mall is as per G.O.Ms.No.13, Home (Gen-A) Department, dated:07.03.2022. He has also stated that the said multiplex, though situated within the Ramanayyapeta Gram Panchayat of Kakinada Rural Mandal is positioned just 350 metres from the limits of Kakinada Municipal Corporation. The management has

(P.T.O.)

underscored the advanced and luxurious amenities, which are of an International caliber and are in keeping with the latest trends in premium cinematic experiences. Further, the Management have stated that the current admission rate of Rs.100/- however, does not adequately reflect the premium nature of the experience provided at their facility and requested to increase the ticket rate to Rs.150/- which would better serve patrons expectations given the multiplexes unique offerings and urban-adjacent location.

4. The Joint Collector & Licencing Authority (Cinemas), Kakinada has further stated that the proposed adjustment finds grounding in relevant judicial precedents, notably in the decision in Srinivasa Theatre and others Vs. Government of Tamil Nadu and Ors. (1992 AIR 999; 1992 SCR (2) 164; 1992 SCC (2) 643). In the said case, the Hon'ble Supreme Court upheld the principle that theatres situated within proximity to a municipal corporation may justifiably be subjected to differentiated treatment with respect to tax structures or admission rates. The Court emphasized that such theatres, due to their urban proximity can draw patrons from neighboring affluent urban populations and therefore warrant categorization similar to theatres within city limits. The judgment in the said case well with the request of the SRMT Mall multiplexes, which, despite its location in a Gram Panchayat is effectively positioned as an Urban-centric entertainment venue given its 350 metres distance From Kakinada Municipal Corporation limits. Consequently, it is reasonable that its admission rates reflect both the quality of services offered and the demographic profile it serves. Hence, the enhancement of admission rate from Rs.100/- to Rs.150/- at PVR INOX multiplexes in SRMT Mall, Kakinada for regular movies and Rs.30/- to Rs.35/- for 3D Movies may be considered.

5. Government, after careful examination of the proposal and in exercise of the powers conferred under Section-12 of A.P. Cinemas (Regulation) Act, 1955 and sub-rule –3 of Rule 11 (b) of A.P. Cinemas (Regulation) Rules, 1970 and in view of the recommendations of the Joint Collector & Licensing Authority, Kakinada District, hereby accord permission for enhancement of admission rates from Rs.100/- to Rs.150/- (without GST) at PVR INOX multiplexes (5 screens) situated at SRMT Mall, Kakinada for regular movies and an additional amount of Rs.30/- to Rs.35/- for 3D Movies and also permit to screen five shows daily.

6. The Joint Collector & Licensing Authority, Kakinada District, Kakinada shall take necessary further action in the matter, accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

KUMAR VISHWAJEET
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Joint Collector and Licensing Authority, Kakinada District, Kakinada.
The Collector & District Magistrate, Kakinada District, Kakinada.
Copy to:-
The Zonal Head,
M/s.PVR Inox Ltd., SRMT, Mall, Kakinada.
P.S. to Principal Secretary to Government, Home Department).
OSD to Hon'ble M(Cinematography).
Sf/Sc.

//FORWARDED :: BY ORDER//

SECTION OFFICER